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University of Montana–Missoula. Office of University Relations, "Education consumer advocate to speak at UM" (1989). *University of Montana News Releases, 1928, 1956-present*. 11603.
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May 11, 1989

EDUCATION CONSUMER ADVOCATE TO SPEAK AT UM

MISSOULA --

Martin Nemko, author of "How to Get and Ivy League Education at a State University," will hold an open forum Friday, May 19, at the University of Montana.

The forum, which will be at 4 p.m. in Liberal Arts 11, is free and open to the public. Earlier that afternoon, a press conference with Nemko will begin at 2:15 in front of Main Hall.

An education consumer advocate, Nemko included UM in his 1988 book profiling America's outstanding public colleges. Changing Times magazine rated his book the best selective college guide, and Family Circle included it in its list of best books.

"I try to teach people how to do more than choose colleges based on a designer-label approach," Nemko says. With the high cost of attending elite universities, such as those in the Ivy League, consumers need to look at what the schools actually offer, he says. In that light, he says, Ivy League schools are overrated.

"For the middle class," Nemko says, "places like the University of Montana represent a really intelligent alternative even for the Ivy League-caliber kid."

Nemko, who also wrote "How to Get Your Child a Private School Education in a Public School" in 1986, has been on more than 100 television talk shows.

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Most recently, Nemko taught at the University of California at Berkeley, where he earned his master's and doctorate degrees in education. He's a specialist in evaluating education programs and in the next six months will be a consultant to 10 colleges.

As a consultant and education consumer advocate, Nemko talks with students, alumni and campus communities. He also advises colleges on such problems as increasing minority recruiting and retaining students.

Nemko is also a consultant to the California Department of Education and the associate producer of a proposed Public Broadcasting System television series "Our Children, Our Future."

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